

## **Making Links Together: Valuing people and creativity**

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# MAKING LINKS TOGETHER: Valuing People and Creativity

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Laura Cave – Director (Just Trade - UK)

Dr Ellya Zulaikha – Head of Product Design (ITS – Indonesia)

Crafting Value, Social Making: A Way of Contributing to the World

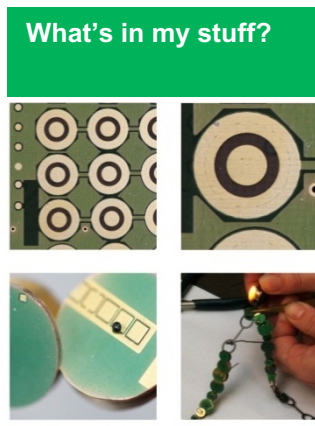
***Making Futures Conference***

19 - 20 September 2019

Plymouth College of Art







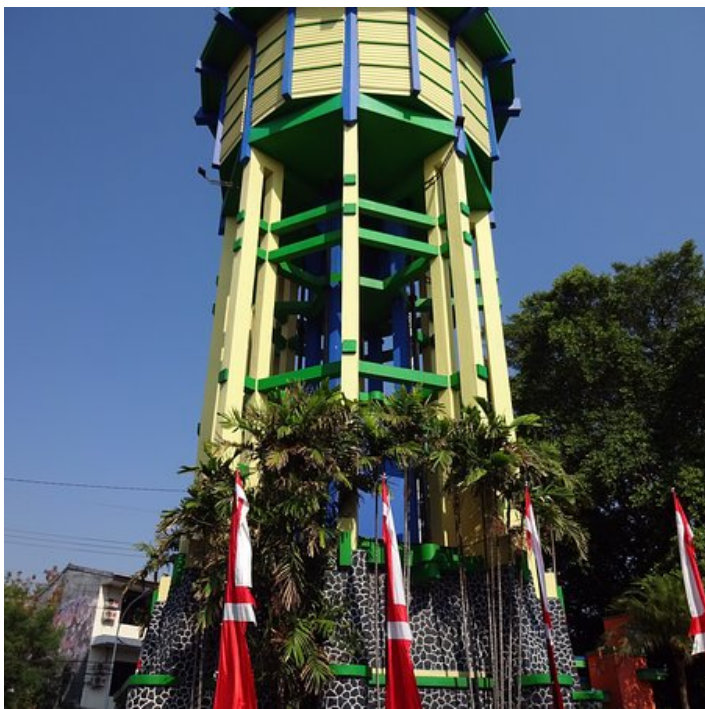
What's in my stuff?

Maria Hanson: MA RCA

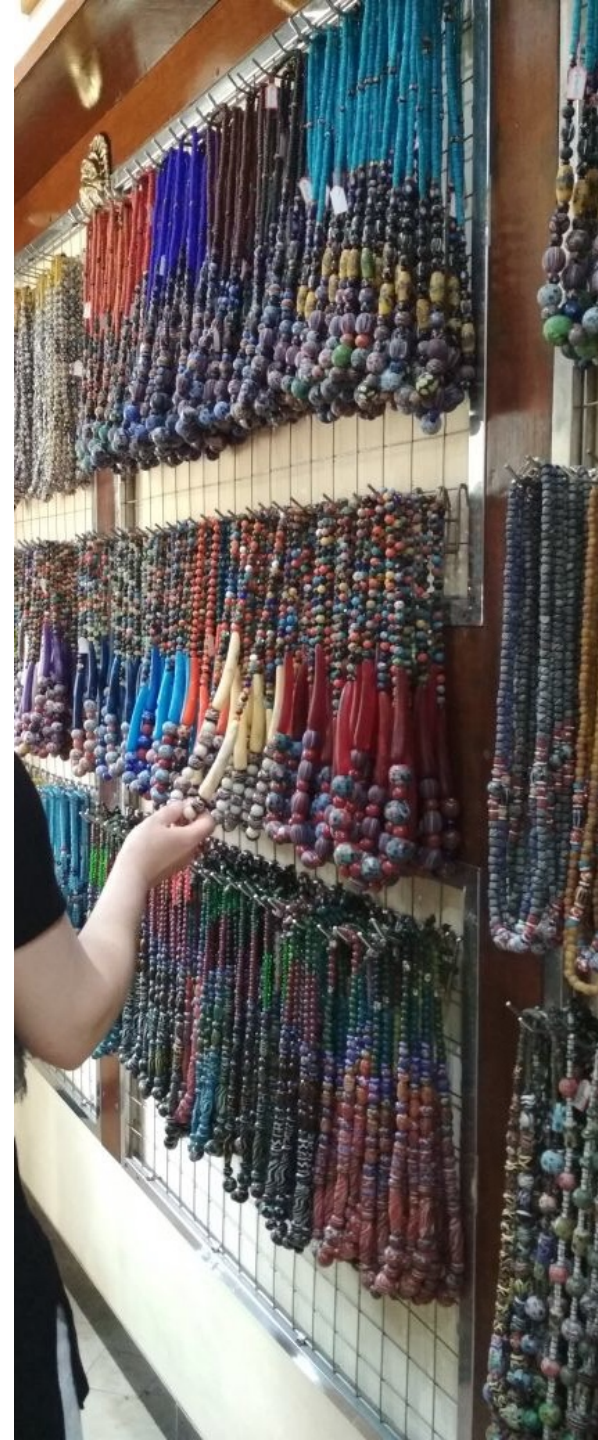












Glass Bead Making – Using recycled glass  
Bead Flowers Workshop  
Plumbon Gombang, JOMBANG  
East Java - Indonesia







**Sheffield  
Hallam  
University**

Research England allocated SHU £200k QR Global Challenges Research Funding (GCRF) for 2018-19.

SHU three-year GCRF strategy. Projects to fall under four beacons:

- Beacon 1: Gender, Violence and Human Rights
- Beacon 2: Sustainable Food Production
- **Beacon 3: Empowering through Creative Practice**
- Beacon 4: Health Inequalities



# SUSTAINABLE DEVELOPMENT GOALS



8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and **promotes local culture and products**

Building on previous research:

## Create – Connect – Sustain (Indonesia) 2017-18

Arts and Humanities Research Council (AHRC) funded network project



*Create Connect Sustain (Indonesia)* involved participation from a broad range of artisan craft makers in Java and Bali which established initial networks and promoted the value of:

- co-creative design thinking through workshop based activities
- fair trade principles as an important aspect to engaging in export trade.



Building on previous research:

## Create – Connect – Sustain (Indonesia) 2017-18

Arts and Humanities Research Council (AHRC) funded network project



Arts & Humanities  
Research Council





# Ten Principles of Fair Trade: WFTO





Building on previous research:

## Create – Connect – Sustain (Indonesia) 2017-18

Arts and Humanities Research Council (AHRC) funded network project



## MAKING LINKS: Craft Value Chain

- **AIM:** to improve the cultural and economic livelihoods of craft producers in Indonesia.
- The primary **OBJECTIVE** is to develop and strengthen linkages and collaboration between Indonesian craft makers, Indonesian graduate designers, design researchers, Indonesian fair trade agents and fair trade export wholesalers.
- The **AMBITION** is to establish a sustainable model / system for a long- term fair trade route to market (including export) through collaborative practices in the development of new artisan craft products.



# MAKING LINKS: Craft Value Chain

## Key Areas of Focus

- Product identity and cultural capital.
- The importance of design, methods of making and material quality.
- Skills training needs and development of low technology tooling
- Who the export market consumer is.
- The importance of branding and packaging.

# MAKING LINKS: Craft Value Chain

## Project Field Work

### Stage 1

Focused research that analyses current craft products in order to better understand creative opportunities.

### Stage 2

Devise and deliver a short intensive co-creative design thinking and making workshop in East Java, in order to develop new prototype craft products for export market.

**Craft Focus:** glass bead making & metal jewellery making.

# MAKING LINKS: Craft Value Chain

## Project Team

**Dr Ellya Zulaikha:** Head of Design  
ITS - Institute of Teknologi,  
Surabaya, Java, Indonesia

**Laura Cave:** Director  
Just Trade UK – London  
Chair – BAFTS

**Veronica Lasarati:** Graduate Designer  
from ITS - Institute of Teknologi,  
Surabaya, Java, Indonesia

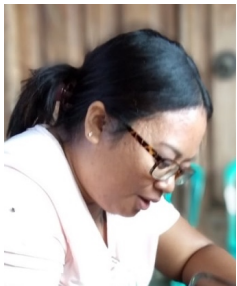
**Kadek Febry:**  
Indonesian Craft agent  
Ubud, Bali

**Maria Hanson:**  
Reader in Jewellery & Metalwork  
Sheffield Hallam University, UK



# MAKING LINKS: Craft Value Chain

Stage 1 Activities March – May 2019



## 1. Product Analysis – Research & Documentation

- Product Identity, cultural relevance and provenance
- Materials used and the source of these – Indigenous or imported
- Material suppliers and costs
- Workshop facilities, tools and processes used
- Time taken to manufacture and price artisan charges to sell
- How products reach the consumer / market?
- How products are packaged?

## 2. Logistics for co-creative design workshop

- Location
- Workshop facilities
- Participants
- Transport / catering / accommodation





**GCRF Project: Linking Up Craft Value chains**  
**Indonesian Craft Jewellery: Product Research and Analysis**

**Product Analysis**

<b>Company Name:</b>	Beads Flower
<b>Product Description:</b>	001 / Stripes Necklaces
<b>Design Aesthetic:</b>	Bold and Tribal This design embrace the vibrant color and combine stripes and plain glassbeads



<b>Materials Used</b>	Handmade glass beads Mass produced Hook Nylon thread
<b>Origin of materials</b>	Recycled glass from West Java Glass beads from Jombang Nylon Thread from China Hooks from China
<b>Cost of Materials</b>	Stripes Glass beads : IDR 75.000 /chain Small Plain Glass beads : IDR 8.000 /chain Oval plain glass beads : IDR 75.000 /chain Hook : IDR 1200 / pieces Nylon thread : IDR 10.000/roll
<b>Manufacture / Making Time</b>	Glass beads : 1 hour Assembly : 15 minutes
<b>Number of people making this</b>	2 1 person making beads, 1 person do the assembling

**Making processes / techniques**

**Photograph making process**



**Description :**

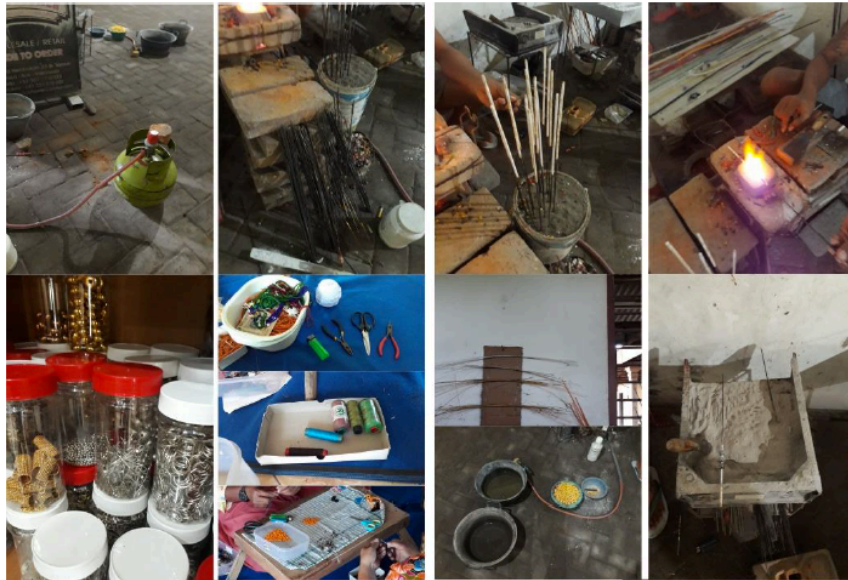
1. Preparing the glass sticks for making beads
2. Preparing the iron sticks covered with kaolin and flour (so that the beads won't sticks to the iron and easy to be taken)
3. Light the fire and let the burner heat up until ready to be used
4. Melting the glass sticks for making desired shape and colors of glass beads
5. Using Kapi for perfecting the beads' shape
6. Laying the iron sticks full of glass beads in the ashes box to bake the beads. This step is important to avoid the glass beads from cracking and breaking
7. After cool enough, then remove the glass beads from the iron sticks and ready to be assembled
8. Measuring the length of the necklace with wooden ruler and cut the thread with scissors
9. Using needles to put the nylon/cotton thread into the beads
10. Burn the end of the thread using match
11. Put on the hook with pliers



## Workshop facilities / Tools / equipment



Photograph workshops / tools / equipment



Tools for glass beads making : Small stool, burner, LPG, Iron stick covered with kaolin+flour, glass stick, kapi, iron block, pail, box full of ashes for kiln. For Assembly : Pliers, Scissors, match, needles, nylon and cotton yarn, findings like clasp, hook, rings etc.

1. Sit in small stool while working in the glassbeads workstation
2. Sitting in the floor during the assembly process




In the workspace there are 2 lightings, natural lighting and lighting from lamp



GCRF Project: Linking Up Craft Value chains  
Indonesian Craft Jewellery: Product Research and Analysis

Product Analysis

Company Name:	Mojopahit Antique
Product Description:	004 / Antique Necklace Ornament
Design Aesthetic:	Traditional and Antique This is a ornament for necklace. Embracing intricate and complicated traditional pattern with a touch of antique finnishng
	
Materials Used	Recycled Silver 925 (Silver from electronic's PCB)
Origin of materials	Recycled Silver from Local Market
Cost of Materials	Silver : IDR 12.000/gr for this approx.40 gr needed
Manufacture / Making Time	4 days
Number of people making this	1 worker 1 product

Making processes / techniques



Photograph making process



- Description :
- 1. Measuring the amount of silver for making a chain necklace
  - 2. Putting the silver grain into a small terracotta bowl called Kowi
  - 3. Melt the silver grain with torch until the grain turn into liquid
  - 4. Pour the silver liquid into mold to make the silver stick
  - 5. Pounding the silver stick so that the silver stick become more solid
  - 6. Burning the siver stick again
  - 7. Pressing the thick silver stick with pressing tools until the desired shape is reach (for making this necklace ornament the silver stick turn into thin silver round wire and silver plate)
  - 8. Creating the pattern
  - 10. Soldering pattern
  - 11. Finishing the silver until smooth with small sanding tools
  - 12. Polishing the silver with polishing machine
  - 13. Clean the ring with ultrasonic cleaning machine
  - 14. Plating the ring with antique finnishng (optional)

The techniques used are soldering, twisting





Photograph workshops / tools / equipment



Tools : Silversmithing Bench, Measuring tools, Piercing Saw, Metal Scissor, Ring Measuring, Bench Peg and Anvil, Torch, Soldering Block, Pliers.

1. Sit while working in the metalsmithing workstation
2. Squating or standing when polishing the product



Yes, the toilet is nearby the workspace



In the workspace therea 2 lighting, natural lighting and lighting from lamp

# MAKING LINKS: Craft Value Chain

## Stage 1 Activities March – May 2019



1. Analysis – Product Research & Documentation
2. Devise and develop resources for co-creative design workshop
3. Plan schedule for Stage 2 field work
4. Organise travel and logistics



# **MAKING LINKS: Craft Value Chain**

## **Stage 2 Field Work Activities June 2019**

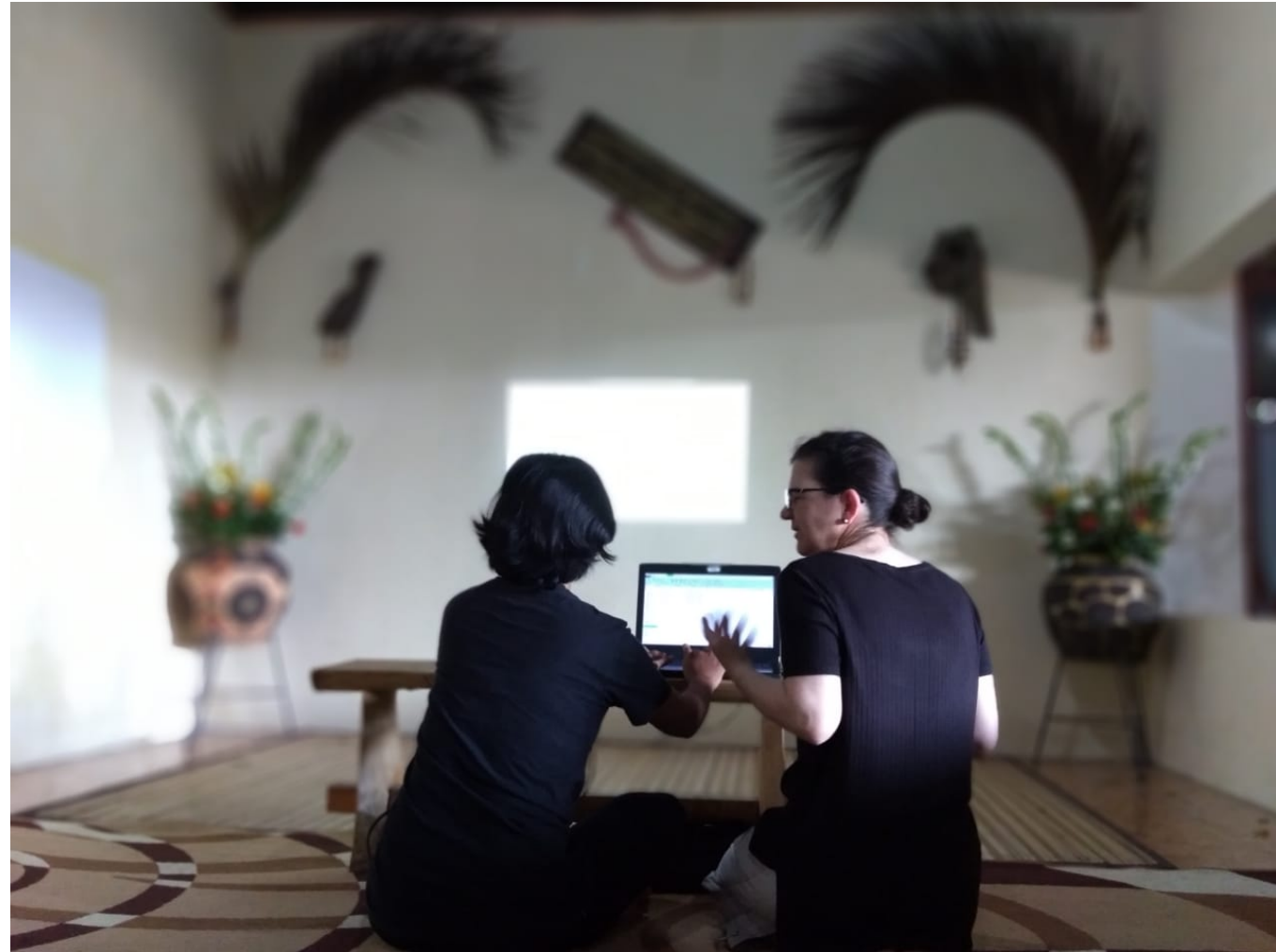


- 1. Buy materials for workshop**
- 2. Travel to Jombang**
- 3. Set up studio space and workshop space at Bead Flowers**
- 4. Co-creative workshop x 3 days / 17 participants**
- 5. Travel to Surabaya – 1 day workshop at ITS**
- 6. Travel to Bali – Meet artisans / Fair trade agents**



# MAKING LINKS: Craft Value Chain

## Setting up the studio space





Setting up the metal workshop





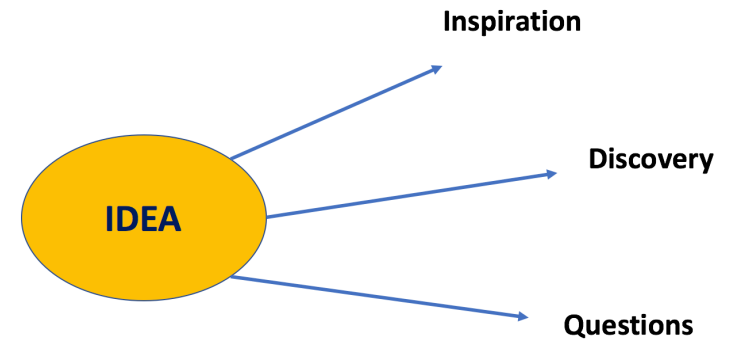
## Introducing the workshop







MANIK MANIK (Bead)



Testing materials / samples

Practicing new skills

Making

Necklace for a  
Giant



## Stage 1 – Co-creative design and making workshop





## Stage 1 – Co-creative design and making workshop

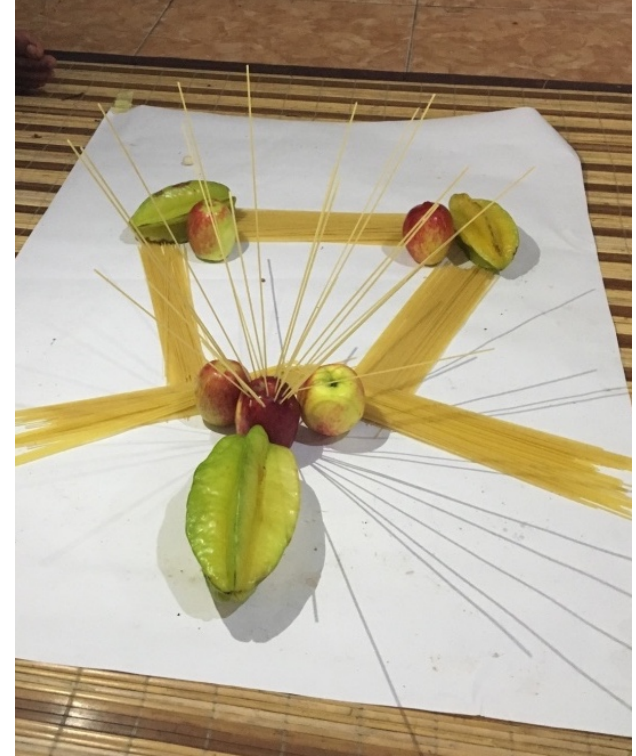








## Outcomes: Stage 1 – Co-creative design and making workshop





## Documenting

Photographs: Digital and Polaroid





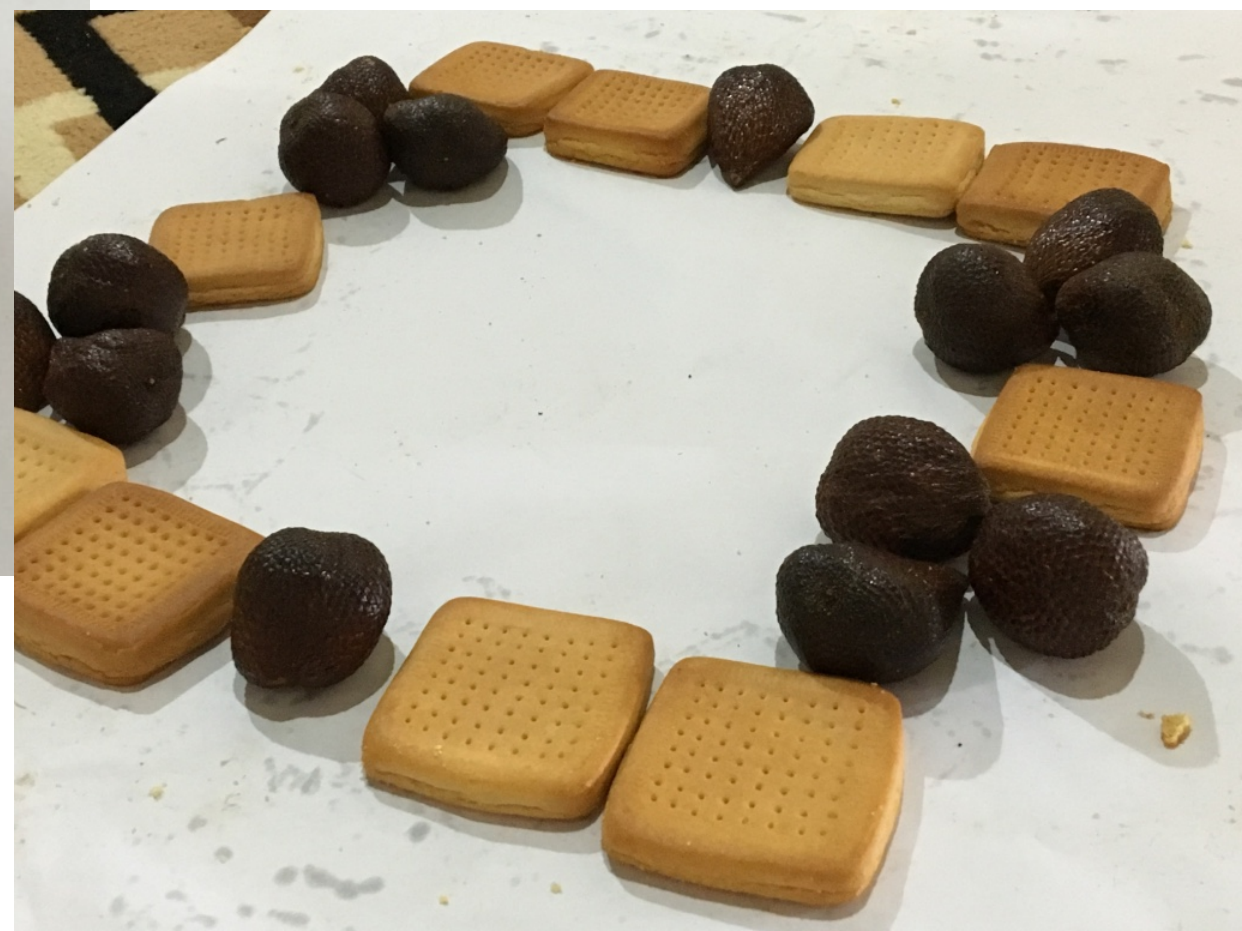
**Outcomes: Stage 1 – Co-creative design and making workshop**







**Outcomes: Stage 1 – Co-creative design and making workshop**







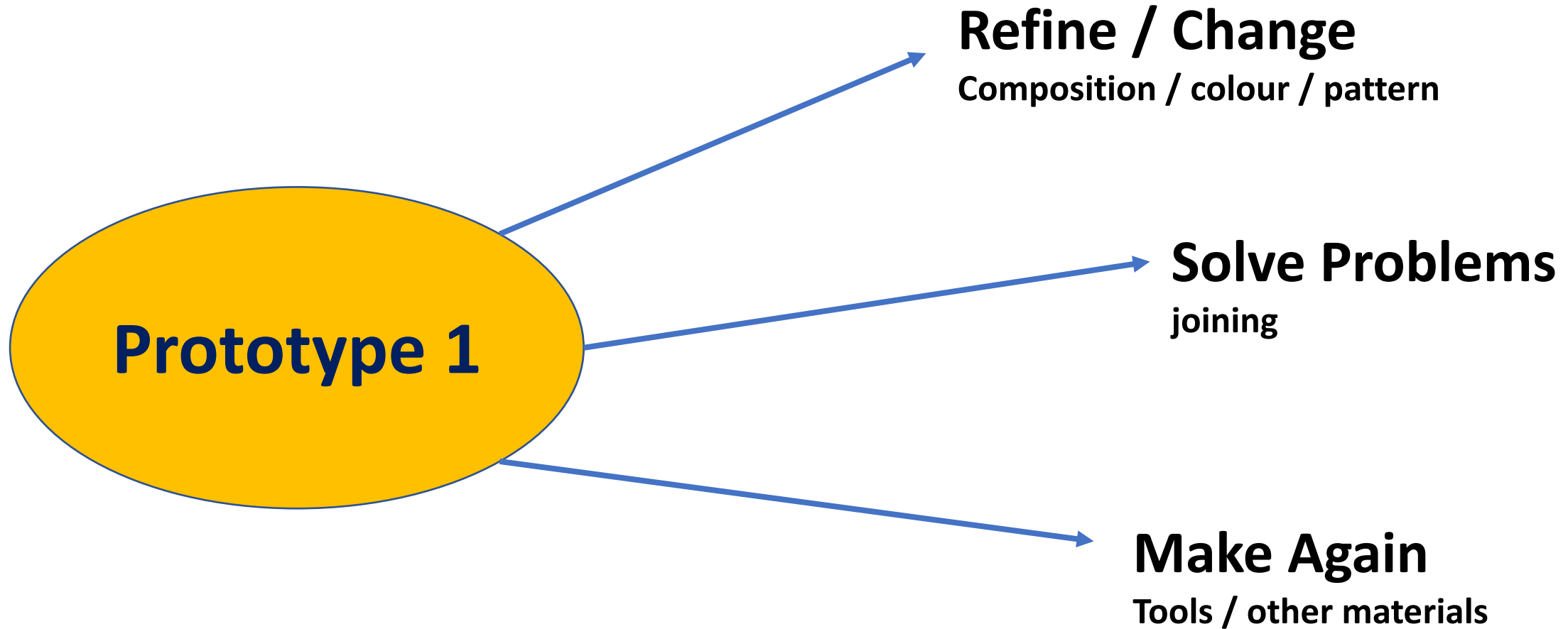
Outcomes: Stage 1 – Co-creative design and making workshop

## Discussion / Feedback / Asking Questions



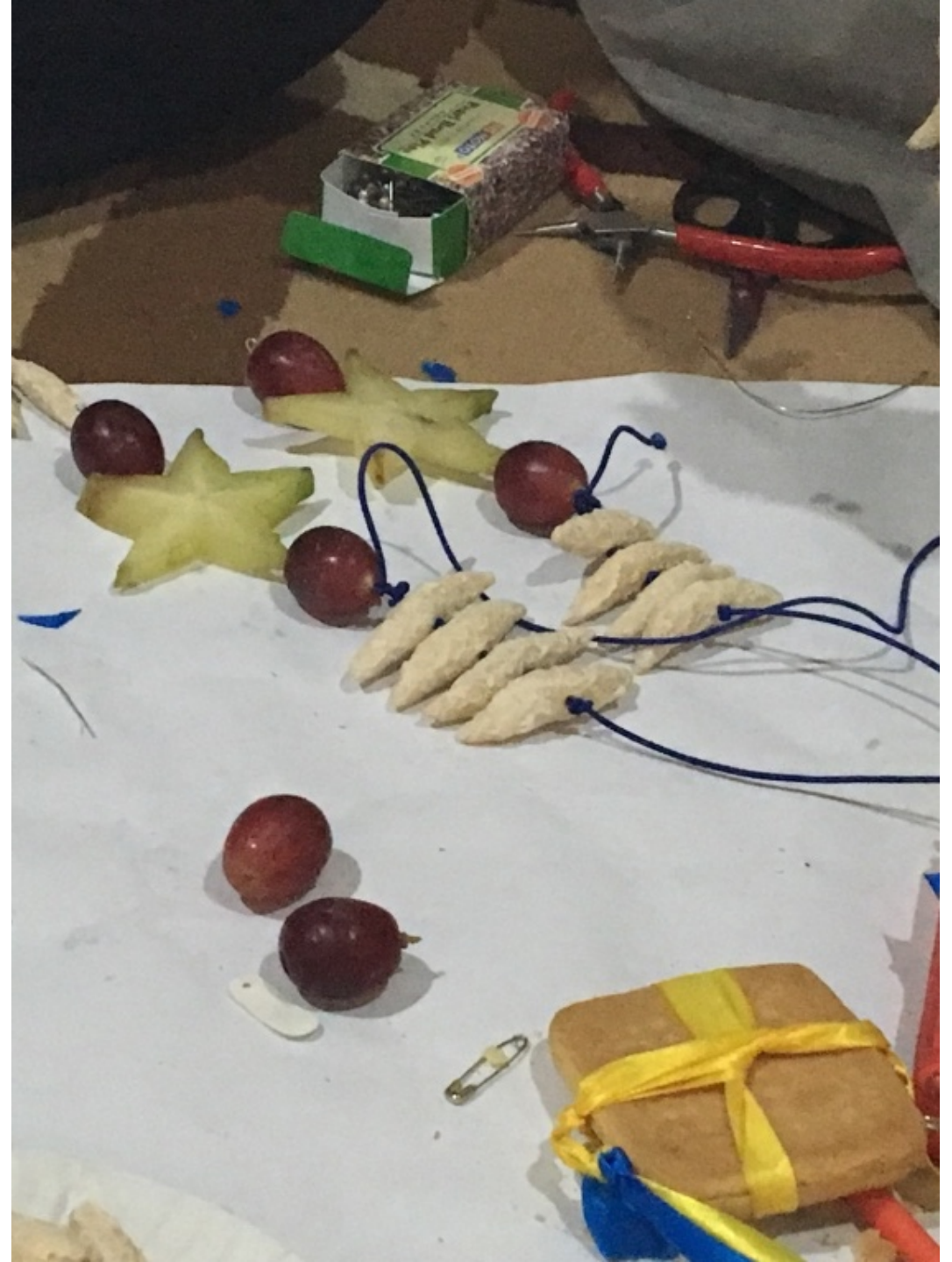


## Stage 2 – Co-creative design and making workshop





**Stage 2 – Co-creative design and making workshop**







**Stage 2 – Co-creative design and making workshop**





**Outcomes: Stage 2 – Co-creative design and making workshop**





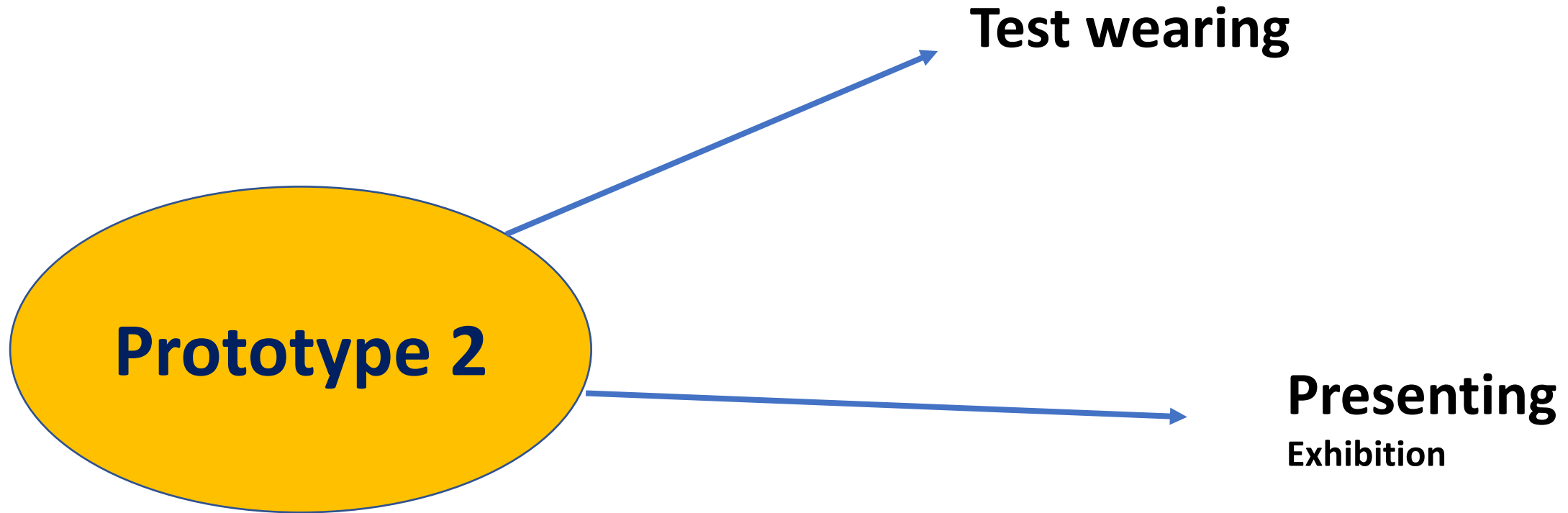
**Outcomes: Stage 2 – Co-creative design and making workshop**

**Outcomes: Stage 2 – Co-creative design and making workshop**





### Stage 3 – Co-creative design and making workshop





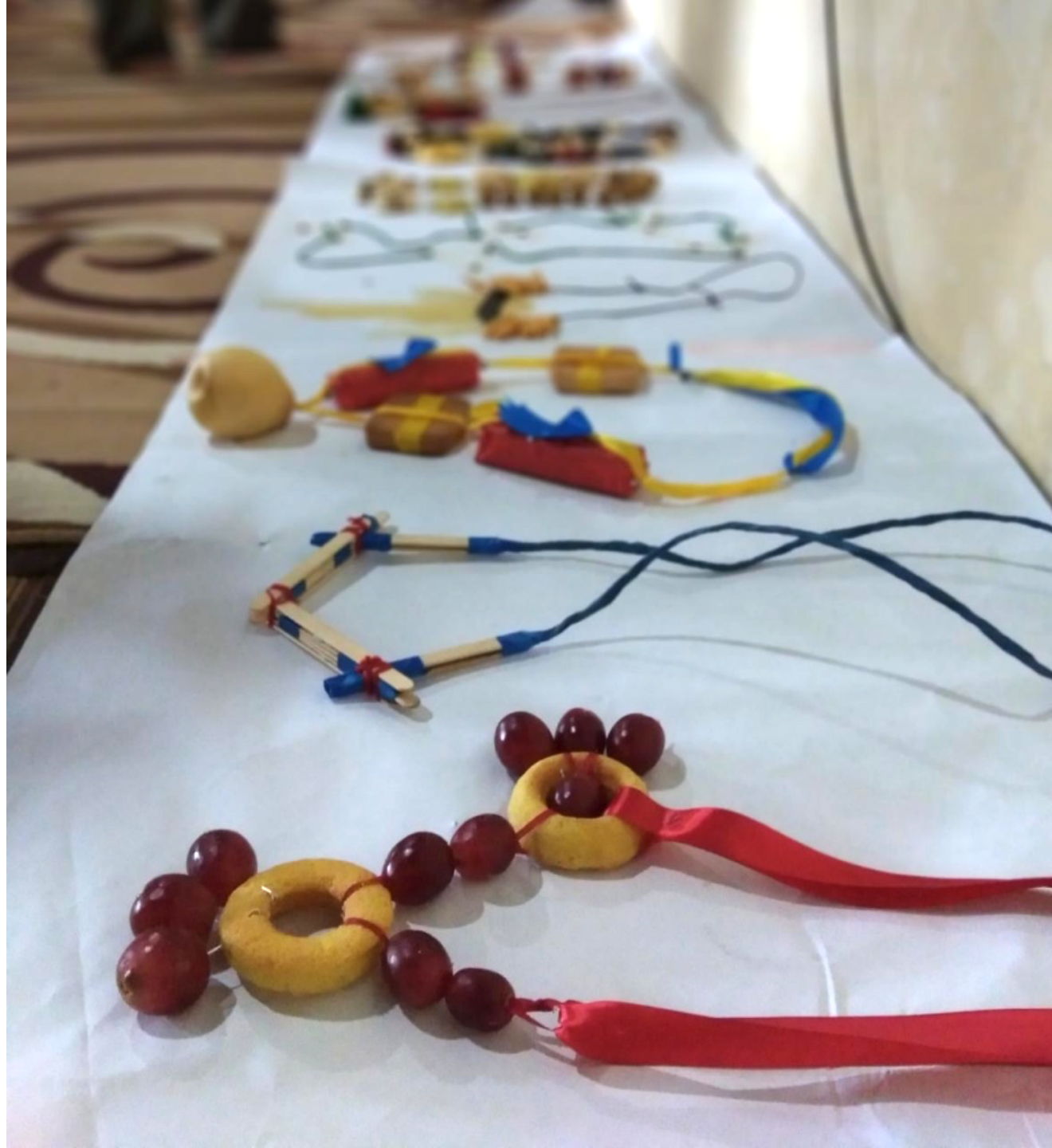
**Outcomes: Stage 3 – Co-creative design and making workshop**



Outcomes: Stage 3 – Co-creative design and making workshop

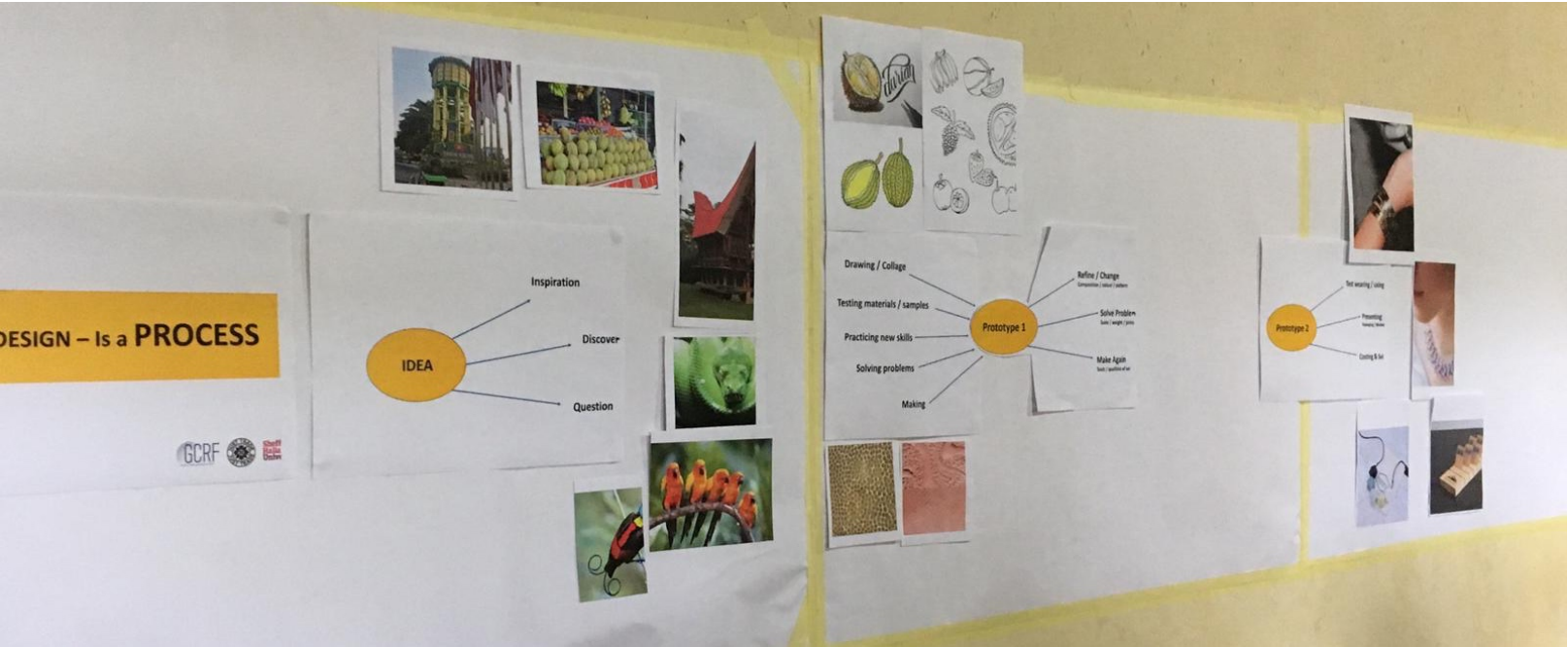


**Outcomes: Stage 3  
Co-creative design  
and making  
workshop**

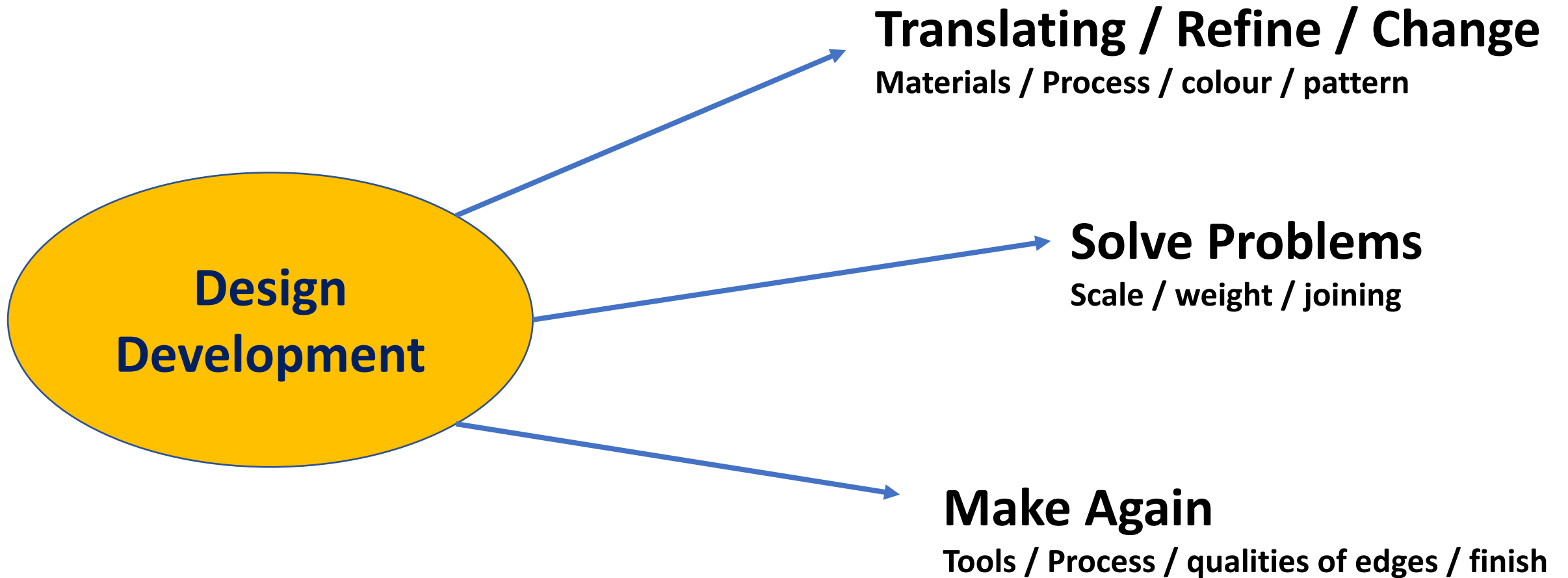




Day 2  
Discussing the first day.....



## Stage 4 – Co-creative design and making workshop





## Stage 4 - Participants demonstrating skills to the group













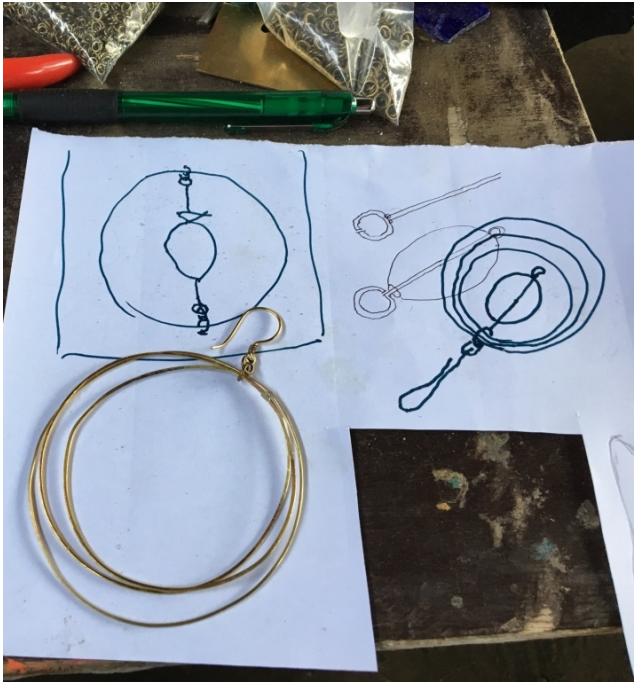


**Stage 4 - Participants developing skills**





**Stage 4 – Translating ideas into other materials**

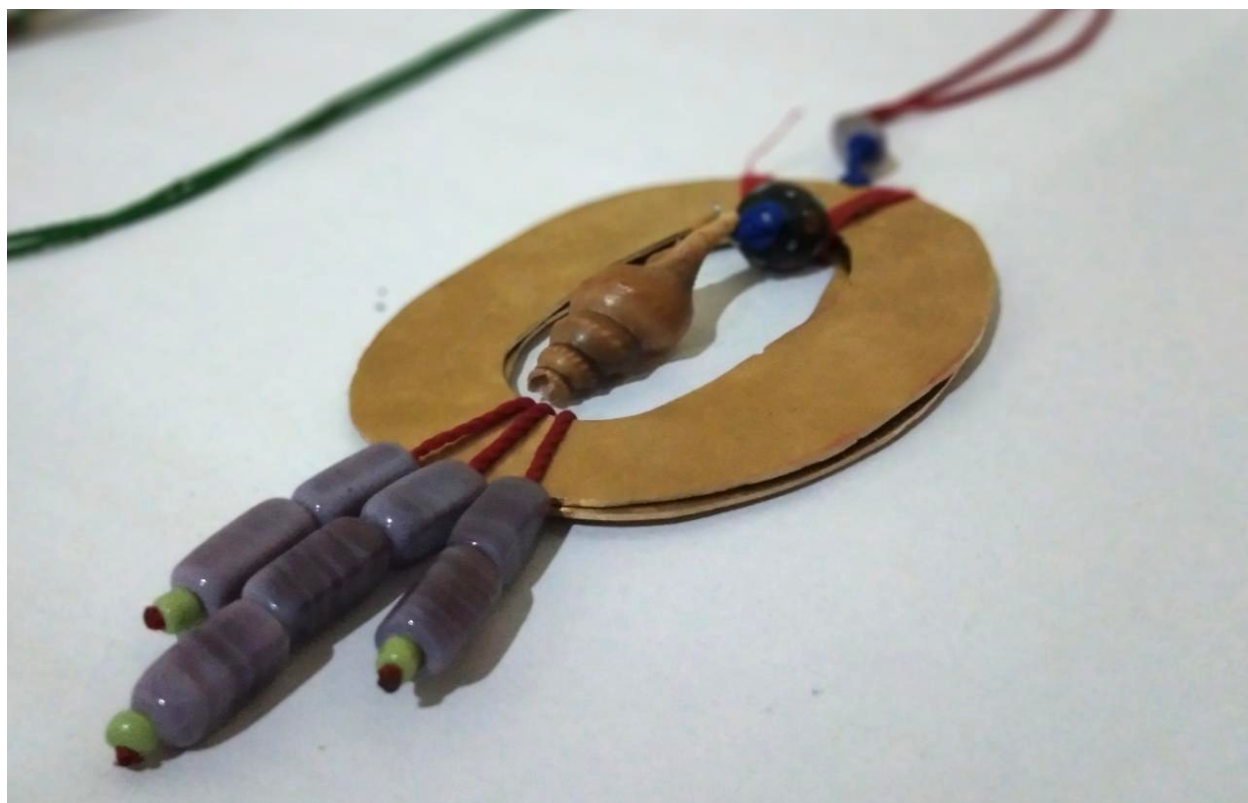








## Outcomes: Stage 4 – Translating ideas into other materials











**Stage 5 – Translating ideas and bringing together shared skills and knowledge**









Stage 5 – Refining ideas and re-making





## Stage 5 – Refining ideas and re-making





## Stage 6 – Exhibition







## Stage 6 – Exhibition













CERTIFICATE OF PARTICIPATION  
This Certificate is proudly awarded to

*Eke Califano*

For outstanding participation in  
METAL AND GLASS BEADS JEWELLERY WORKSHOP:  
Creating Product for Europe Market

CERTIFICATE OF PARTICIPATION  
This Certificate is proudly awarded to

*U. Greding*

CERTIFICATE OF PARTICIPATION  
This Certificate is proudly awarded to

*Supriyanti*

CERTIFICATE OF PARTICIPATION  
This Certificate is proudly awarded to

















## Glass Beads & Metal Jewellery Workshops

Creating Product for Europe Market

This workshop is a part of a further project built for creating a sustainable model or system for a long term fair trade route to market (including export) through collaborative practices in the development of new artisan craft products.

Workshop Facilitator

**Maria Hanson MA**

Reader - Jewellery & Metalwork  
Programme Leader - BA & MFA Design  
Sheffield Institute of Arts, Sheffield Hallam University

**Laura Cave MA**

Jewellery Designer  
Director at Lost Trade UK

In this Workshop participants will:

1. Get co-creative design and making workshops
2. Producing prototype products
3. Exploring the concept ideas for branding and packaging

Sheffield Hallam University

Sheffield Institute of Arts



European Union Regional Development Fund



## Stage 7 – Final Artefacts

Photo credit: Richard Squires



## Stage 7 – Final Artefacts

Photo credit: Richard Squires







**Stage 7 – Final Artefacts**  
Photo credit: Richard Squires



## Stage 7 – Final Artefacts

Photo credit: Richard Squires & Amy Burton







**Stage 7 – Final Artefacts**  
Photo credit: Amy Burton





## Stage 7 – Final Artefacts

Photo credit: Amy Burton



# THANK YOU FOR LISTENING

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